

Amendment to the Claims

1. (Currently Amended): A disposable container comprising:
a bottom portion;
a sidewall portion extending up from the bottom portion defining a cavity capable of holding a substance and an upper portion of the sidewall defining an opening through which the substance can be placed within and withdrawn from the cavity, wherein the sidewall portion has an inner and an outer surface; and
an image disposed on the outer surface of the sidewall portion, wherein the image ~~can be~~is ~~scratchable, depressed, or any combination thereof,~~ along any portion of the image by a user ~~to~~thereby ~~personalizing~~personalizeing said container.
2. (Original) The disposable container of claim 1, wherein the image includes an alpha character, a numerical character, artwork, or any combination thereof.
3. (Original) The disposable container of claim 1, wherein the image protrudes from the outer surface of the sidewall portion of the container.
4. (Original) The disposable container of claim 1, wherein the image is recessed into the outer surface of the sidewall portion of the container.
5. (Original) The disposable container of claim 1, wherein a first portion of the image protrudes from the outer surface of the sidewall of the container, and a second portion of the image recesses into the outer surface of the sidewall of the container.
6. (Currently Amended) A method of making a cup having a portion of said cup capable of being individualized by a user of said cup, said method comprising the steps of:
forming said cup including a base, a sidewall having an outer surface extending up from the base to define a liquid holding cavity and an image, wherein said image is disposed at a predetermined area on the outer surface of the sidewall of said cup, and wherein the image is formed such that any portion of said image ~~can be~~is ~~scratchable, depressed, or any combination thereof~~ by a user ~~thereby~~to ~~personalizing~~personalizeing the cup.

7. (Original) The method of claim 6, wherein said image includes an alpha character, a numerical character, artwork, or any combination thereof.

8. (Original) The method of claim 6, wherein said image protrudes from the outer surface of the sidewall.

9. (Original) The method of claim 6, wherein said image recesses into the outer surface of the sidewall.

10. (Original) The method of claim 6, wherein a first portion of said image protrudes from the outer surface of the sidewall, and a second portion of said image recesses into the outer surface of the sidewall.

11. (Original) The method of claim 6, further includes forming a rim on the upper surface of the sidewall of said cup, wherein the rim defines an opening for filling and withdrawing a liquid from the liquid holding cavity, and wherein the outer surface of the sidewall includes an outer surface of the rim.

12. (Original) The method of claim 11, wherein predetermined area is the outer surface of the sidewall about the rim.

13. (Original) The method of claim 11, wherein the predetermined area is any portion of the outer surface of the sidewall between the base and the rim.

14-21. (Cancelled).

22. (New): A disposable container comprising:

a bottom portion;

a sidewall portion extending up from the bottom portion defining a cavity capable of holding a substance and an upper portion of the sidewall defining an opening through

which the substance can be placed within and withdrawn from the cavity, wherein the sidewall portion has an inner and an outer surface; and

an image disposed on the outer surface of the sidewall portion, wherein the image is depressible along any portion of the image by a user to personalize said container.

23. (New) The disposable container of claim 22, wherein the image includes an alpha character, a numerical character, artwork, or any combination thereof.

24. (New) The disposable container of claim 22, wherein the image protrudes from the outer surface of the sidewall portion of the container.